

Company Risk Profile

DATE _____

Review all status & action items at Quarterly Management Review Meetings!

CATEGORY	RISK DEFINITION	POTENTIAL IMPACT	LIKELIHOOD	STATUS
Sales	Sales are sluggish. Early adopters have been hesitant to implement our new methodology.	Revenue projections may not be met in the first six months of operations, limiting growth & expansion.	1 2 3 4	
Marketing	May need to launch new research to determine the right messaging & restart modified sales campaigns.	Expense of research, slow results, delayed sales, questionable current sales methodology.	1 2 3 4	
Finance	Cash flow is slow and out of balance with expenses.	A shortage of cash could impede progress or even shut the business down.	1 2 3 4	
HR	The intern program is delayed because the university approval process is taking longer than planned.	Extreme delays in the launch could cause Sales to miss Q3 revenue forecast.	1 2 3 4	
Production			1 2 3 4	
Logistics			1 2 3 4	
Quality			1 2 3 4	
Other			1 2 3 4	

The above is an example. Create any category necessary and use the format to define issues, assess risk, plan responses, track status, keep issues visible and actively eliminate or mitigate risks.

Legend: 1 = highly likely
 2 = serious threat
 3 = potential threat
 4 = on the radar